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· ABSTRACT

Focusing upon the emergence of multidisciplinary action on southern campuses involved in rural development activities, this newsletter traces the southern rural development efforts from their inception to present times and offers projections regarding the future. Specifically, this document presents information on: the development of the land grant institutions and subsequent campus involvement in rural development; recent state action (attempts by southern states to train local manpower for jobs with incoming industries); Federal action (the Rural Development Act of 1972 and resultant research and extension programs); private action (the joint efforts of private organizations and colleges prior to 1972); current campus action reflecting multidisciplinary approaches in agriculture, medicine, veterinary medicine, nursing, mental health, law, engineering, social work, librarianship, child care, and adult ' education; and a new era for education (the new emphasis in rural development is quality of life improvement, rather than economic improvement, and the implementation of this task is perceived as involving careful planning, cooperation, and coordination on the part of government, universities, and other interested groups). Also included in this newsletter is a list of rural research centers at southern 'institutions' (University of Texas, University of North Carolina, University of Georgia, University of Florida, North Carolina State University, Tuskegee Institute, Hest Virginia Wesleyan, University of Kentucky, West Virginia University, etc.) (JC)

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# REGIONAL SPOTLIGHT

SOUTHERN REGIONAL EDUCATION BOARD

HIGHER EDUCATION IN THE SOUTH

NEWS OF

March, 1976

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Vol. X, No. 3

The Emergence of Multidisciplinary Action

TO THE EDUCATIONAL RESOURCES INFORMATION CENTER PERICI AND

## Rural Development and the Campus

I mention this peaceful spot with all possible laud; for it is in such little retired. . valleys... that population, manners, and customs, remain fixed; while the great torrent of migration and improvement, which is making such incessant change on other parts of this restless country, sweeps by them unobserved. . . .

-Washington Irving.
The Legend of Sleepy Hollow

There is, they say, a move afoot back to the country. An instinctive reaction of the mind—idealized by such writers as Irving—conjures visions of the wandering son, triumphant or defeated, returning to the pastoral scene, back to the land and home & hearth where times just couldn't be as hard as he remembered. Or were they?

In the Southern region, according to government figures, agriculture has nearly doubled the farmer's income since 1940, and helps feed a substantial proportion of the world's population. This new prosperity, however, has collided with—actually created, many claim—poverty and hunger for thousands of human beings just down the road. "Advanced technology," observes one state economist, "brought affluence to some, but it extinguished a traditional way of life and living for most."

"Or," challenges another expert, 'did big agriculture merely fill the vacuum created when a generation of farmer's sons, bored by the country and lured by the city, simply packed up and left? Industry and higher salaries were also strong incentives to leave. And some of those who might have stayed, didn't because they were literally wiped out financially by inheritance taxes on their fathers' farms."

There are still other theories: the crop reduction aftermath of World War I; farm mechanization following World War II; and, finally, the emergence of industry throughout the rural South.

Whatever the cause, the result has left many with holes in their pockets and nowhere to turn.

Historically, American concern for the well-being of its citizenry has generated more agencies and organizations working in behalf of human needs than any other nation in the world. Assuredly, the rural problem neither has gone unrecognized nor has been ignored. It just hasn't been solved.

As early as 1862, by an act of Congress-the Morrill Act-landgrant institutions were conceived specifically to aid and develop rural America. In those days and into the 1920's, agriculture enveloped the entire region, engaging the energies of most of its people. Agricultural growth naturally determined rural development. So the land-grant institutions directed their full resources toward farm improvement and profit. Progressively, research and agricultural advancement became the priority of landgrant colleges. Paradoxically, farmers became the minority of the rural populace. The land-grant institution was achieving its mission.

Only the order of things had changed in the process—because of the process.

"The colleges of agriculture have narrowed their scope of concerns to an almost exclusive preoccupation now with agriculturel production and closely related activities, with lesser concern for problems of the family, of health care delivery, of social institutions and services of education."

That is the observation of Dr. Russell K. Mawby made at a rural community development education conference sponsored by the Southern Regional Education Board (SREB) a few years ago. Dr. Mawby is president of the W. K. Kellogg Foundation, an important source of rural development funding.

"And," he continued, "unfortunately the universities of which agriculture is a part have not assumed this responsibility in the more complicated organizational structure. To illustrate, most colleges of education do not give major attention to rural schooling and educational opportunities, most colleges of medicine do not concern themselves in any comprehensive way with rural health care delivery.

"There is little evidence that either colleges of agriculture or the universities of which they are, a part have given a sense of priority and urgency to rural problems,"

Nathan Sanders is 38 years old. He has a wife and three children, all three delivered by a self-



appointed midwife; a fourth child died at birth.

An old pecan tree leans dangerously against the three-room frame house they share. Any pretense of grass or shrubbery has long since given itself up to reality. although on occasions Lennette. Nathan's wife, will carefully rake the dusty plot. The house was built by his grandfather early in the centery and sits just outside the county seat, population 3,785. Nathan was born there. So was his father who died of tuberculosis at 50. Once upon a time, when times were better, his grandfather owned. and farmed and eked out a living from the surrounding acres.

"There was a time when a fellow could earn a livin' farmin'. He stood a chance My grandfather done all right."

So Nathan tried farming. But fimes had changed. He couldn't afford to hire labor or buy the machines that would make labor unnecessary. And without them, meeting the demands for increased production was a hopeless illusion.

"We always had enough to eat but when time come to sell the crops for cash, why, I just got pushed clean off the market. Buyers didn't want my piddlin's. They didn't need 'em when they could buy all they wanted from one big farm."

It was difficult, then impossible to compete, so most of the land was sold and absorbed by the bigger farm adjoining his land. Nathan Sanders—and a lot of people he knew—went out of the farming business.

One of those people, Jim Peters, left for the North. But because of his educational background, job opportunities were limited and scarce. And his rural upbringing clashed with the rigors of city life. Besides, the weather was too cold. So Jim came back. "Least a fellow's warm here," said Nathan.

Nathan had considered moving. "But seems to me if you're gonna be poor anywhere you go, you just as leave stay put." So he stayed and held on to what he had: "Ain't much but I'm better off than Jim.

He sold everything to get out. Now he's back and he ain't got nothin' to show for it. He ain't got nothin' at all."

"Movin' away," theorized Nathan, "seems to be a waste of time."

Recent reports hint that many people agree and, like Jim, may be coming back. The movement hasn't caused much of a tremor on the census scales yet but if there is something stirring, just how do these people envision their new lives in rural America?

If they're coming South, says the U.S. \*government, they have several bleak choices of rural society in which to fit themselves: (1) they can join the 11 million now living below the poverty level; (2) they can try their hands at farming in hope of succeeding when 21.9 million small farmers have already been displace by organized agriculture; (3) they can, like 27.9% of the working rural population, opt for industry, or (4) they can, like so many of the reportedly rural-bound (U.S. statistics are unavailable). bring their talents and families with them and just hope things will work out.

"There's talk of people comin' back. I don't know. Ain't seen no one comin' back but Jim. All I know is if they're comin', they better bring money 'cause they ain't nothin' here that's gonna get 'em any."

State Action

As a catalyst to the grim statistics, governments in the rural-heavy South (see map) have engaged in efforts to instill new life into the decaying rural communities, hoping to make profitable use of the idle lands and hands by bringing Northern industry to Southern soil.

It's easy selling natural potential: available labor and abundant resources. It's more difficult promoting unskilled manpower and communities lacking sewer systems

or sidewalks, sufficient educational facilities or health services.

"Yes, industries did come South," agreed the mayor of a country town, "only they tended to hover close to the bigger cities that could provide the needed services. A few companies did settle in rural areas. The one that came here created 4,000 jobs but brought most of its trained workers from the North." Simply by force of number the company took over the local community, demanding and receiving new schools and facilities that make a town run. "Community improvements have benefited everyone." the mayor continued, "but how are the unskilled locals who didn't get the jobs going to pay the subsequent higher taxes?"

A newly built state road a few miles east of Nathan Sanders' house leads to a long two-story construction, also newly built and nestled into a natural-country setting of tall trees and a river where children used to play. Inside they make bedspreads [from synthetics because cotton doesn't grow here any more]. Employment can run as high as 300.

\* \* \* \*

"Most of the jobs for men there take some kind of schoolin' but I'm not skilled enough yet to be put on regular. I go to school, nights."

\* \* \* \* Sath Carolina was among the first to recognize the mutually dependent problems of rural unemployment and industrial recruitment. By initiating start-up training programs, the state agreed to train -a work force at its own expense. A network of vocational and technical centers was established in areas where the companies would move, training local people for the skills required of each particular industry.

Other states pursued federal funds for community development. Alma. Georgia, and London, Kentucky, for example, boast big industry because of local facility improvements.

"In fact," says the mayor, "there's not a Southern state that doesn't have a plethora of com-



munity and county development agencies within its governmental structure for the sole purpose of providing industry's needs. There have been improvements in community living—but they've been scattered and incohesive. And some consideration has been given to human needs—but it's been incidental."

## **Federal Action**

The latest of many national efforts since the Thirties, the Rural Development Act of 1972 should generate federal funds and encourage endowments for another hard look at rural reality. The act promotes the involvement of all segments of higher education in its sweeping statement "to provide for improving the economy and living conditions in rural America."

More specifically. Title V of this legislation directs the cooperation and coordination of land-grant, institutions in the following programs:

- stitutions in the following programs:

   Rural Development Research:
  Research. investigations, and studies in any field or discipline which would provide useful information to rural developmental agencies and organizations.
- Rural Development Extension Programs: Collection, interpretation and dissemination of useful information and knowledge from research to all governmental agencies and to those citizen's organizations contributing to rural development. The Extension Program will include feasibility studies and planning assistance with special technical and instructional services to non-college students.
- Sman Farm Extension: Research and development programs regarding new approaches for small farm management, production techniques, machinery technology, products, cooperative aggicultural marketing, and distribution.

Title V also directs that "both scientific research in the labor ratories and offices on the campuses and the extension education facilities of all... schools are going to be put to work to help facilitate and guide rural development." So the new bill, while supplementing the old Morrill Act, not only shifts focus of the land-grant system to include all rural and small farm development, but also it no longer confines those activities to the colleges of agriculture, engineering and home economics. Instead, the resources of the entire campus will be utilized.

Theoretically, the rural development statute is one of the more innovative and far-reaching acts of Congress. It is, however, marked by a single flaw: so far, limited funding has restricted implementation. "Rural development, as many other national problems." writes a Capitol Hill hand, "must wait for better days."

#### **Private Action**

Even before 1972, despite the scarcity of program funding or public support, a number of private organizations had gathered whatever resources were available and were seeking some of the answers.

Joining them unofficially, we're colleges and university programs. in various levels of study—black and white rurality, land use and misuse, the little and the big farmer, employment and unemployment,

health care, day care and welfare.

A recent survey of predominantly black colleges showed a number of research projects stemming from faculty-student involvement in rural problems: University of Arkansas at Pine. Bluff, human and natural resources; Kentucky State, malnutrition; Florida A&M., Fort Valley (Ga.) State, and South Carolina State, nutrition; Southern University, the small farmer; Alcorn (Miss.) A&M, economic opportunity cooperatives; Alabama A&M, income inequality; Tennessee State. human 'resources and economics.

The obvious next question: what is being done?

Confides one Texas researcher:
L'Identifying rural needs is a simple task. Implementation is another matter altogether. What lies behind us seems elementary compared to what is now facing the rural South and, indeed, rural America. We've identified the problem. The question now is, can we find the solution? And once we have a plan, can we find the necessary sources—human and financial—to carry it out?

"Research organizations and universities are not by tradition action-oriented. We designate and evaluate the problem, and hopefully come up with a workable solution.

#### Rural Research Centers at Southern Institutions

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"With the proper tools though, the college and universities can do a large share of the training. Area colleges could be a major community resources agency, training people to work inclocal plants. More technical and private proprietary schools, training those like barbers and key-punch perators, should be working directly with rural industry, too.

"There's an unequal distribution of social workers, veterinarians, health and legal professionals out there. The universities could play the major role in this effort, but they would need a lot of support to encourage and direct their graduates toward the rural areas.

"A university rural studies program would require so much multiand interdisciplinary cooperation and coordination. The university structure as it is today just isn't set up that way. It's a problem."

### Campus Action

What, then, are the plans for future action on the campus An encouraging answer is to look at what is happening there already.

. . . agriculture

Rural awareness has created, in addition to research opportunities, new areas of professionalism—in rural development centers, cooperative extension programs, and economic and rural planning commissions—and consequently has caused a demand for academic preparation.

• The Knoxville campus of the University of Tennessee offers a minor and the following schools of agriculture list majors in either rural sociology or development: University of Georgia, North Carolina State University, and University of Texas at El Paso.

• Interdisciplinary campus courses, too have emerged from agricultural schools, opening to yon agricultural majors studies of man, land and hunger, environmental quality, and conservation of natural resources. Capacity class enrollment has led to course expansion emphasizing aeethetics, recreation, and the overall quality of rural life. "Mutual interest and involvement such as this may indicate success in broader interdisciplinary studies." predicts T. J. Horne, SREB project director of agricultural sciences.

...veterinary

One rural shortage is in veterinary services. It is usually not the lack of professionals. The problem is maldistribution. Most graduates prefer small animal and pet care and set up practice closer to town. Cows and chickens and horses and hogs not only lack pizazz, but lack sufficient numbers in some rural areas to provide a profitable business for the veterinary practitioner.

• To help meet the need, regular rural routes are traveled throughout their respective states by Alabama's Tuskegee Institute and the University of Georgia mobile veterinary units and diagnostic laboratories, complete with professional and student intern staffs.

• Other Southern schools have set up animal health technician programs. While not all of their graduates are rural-bound, the ones who are can assist and even relieve the local vet—where there is one—with routine innoculations and the administration of prescribed treatment.

The two-year technician programs are conducted at such colleges as: Central Carolina Institute of Technology (N.C.), Tri-County Tech (S.C.), Sneed Junior College (Ala.), St. Petersburg Junior College (Fla.), and Abraham Baldwin Agricultural College (Ga.).

...medicine

Preventable—or at least curable—diseases and conditions such as tuberculosis, pellegra, measles and malnutrition often accompany

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rural medical inaccessibility.

Many doctors view rural practice as "an exercise in masochism." which is one of the principal reasons why doctors say they prefer the cities. "Long hours, lack of facilities, low pay, loss of contact with fellow practitioners—it's a hard way to earn a living." admits one rural-born physician whose office overlooks most of a busy metropolitan thoroughfare. "It's understandable that medical schools just don't proselytize the virtues of such self-sacrifice."

One indication of medical concern was the national gathering of university and health agency officials which met last month in New Orleans. The National Health Council, coming together in the interest of underserved areas, directs a federally funded preceptorship and primary care program, involving medical students and practicing physicians throughout the nation.

• A participating school. Bay-

lor College of Medicine in Houston, is in its fifth year of the program which gives stipends to those students who spend three months in rural primary health care. Students work under the direction of a school-approved preceptor either in private or clinical practice surroundings.

For those students challenged by the reported rural hardships, there are a few, other recently visible signs of university involvement, both in curriculum study and in financial aid;

• Teamwork training—lifting the workload of both rural and inner-city physicians, and a rural communications network—informing rural doctors of the latest medical and scientific developments, are target goals of Morehouse College's new medical program.

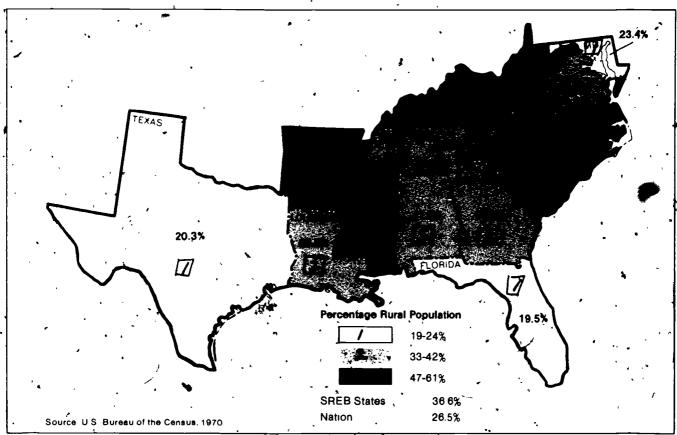
 The Medical University of South Carolina offers scholarship programs encouraging students from particular counties to enter a health field in their home county.

 New Texas legislation allows \$100 monthly stipend payments, in addition to regular financial aid, to medical students agreeing to practice general medicine in small towns and rural areas for at least four years.

• To aid those already in the field. a physician's assistant program is strong on Southern campuses. The University of Alabama has offered perhaps the major rural thrust in this direction with a multiple competency clinic technician program specifically training physician's aides for work in sparsely populated areas in fields such as clerical, nursing, laboratory, X-ray and human relations.

other two-year courses will relieve the busy country doctor of routine tasks such as medical history preparation, some patient examination and simple treatment administration. Some Southern medi-

## Population Percentage, The Rural South, 1970





O

cal colleges offering this specialized program: University of North Carolina, Bowman Gray (N.C.), Emory University (Ga.), University of South Carolina, University of Georgia, University of Texas (Austin), and Southwestern Medical School (Tx.).

...nursing

Rural new-born mortality is also high. Its gradual decrease since the 1960's can be attributed partially to the inclusion of mid-wifery programs in graduate nursing study. The University of South Carolina has such a program. And the University of Mississippi offers an additional service which not only recruits midwifery students but actually helps place its graduates in rural areas.

• Rural practitioner training is a specialty at East Carolina State.

• Family training nurse programs, while not altogether rural-oriented, are active at Vanderbilt University (Tenn.), Emory University (Ga.), the University of Miami and the University of Kentucky.

• Frontier nursing, begun on horseback 30 years ago in Appalachia, still serves the mountainous areas and is offered as a joint course with family nurse practitioner studies at the University of Kentucky.

#### . .mental health

There have been several attempts to alleviate mental health needs and scarcity of mental health professionals in the rural South.

The establishment of continuing psychiatric education programs for the rural family physician is not designed to make a psychiatrist of the country doctor; rather, it serves as a professional source tap in cases such as borderline diagnosis between emotional and physical illness, childhood behavioral problems, geriatric problems, alcoholism and drugs.

• Since 1963 over 500 mental health centers have been built across the nation to strengthen service accessibility in previously inaccessible areas. The federally funded centers provide a network

of communication between professional personnel and community "care givers," and dispenses training or advice to those who deal in some professional way with human development.

Few universities have coordinated efforts with the mental health centers. The University of Alabama and its state Department of Mental Health did jointly spontpr a seminar in center management, involving participation of mental health center directors, faculty members of the university's School of Social Work, and officials from the state Department of Mental Health.

"Problems are a lack of clear lines of coordination between state, academic and professional personnel," concurred a former participant of the seminar now a coordinator in one of SREB's mental health programs.

SREB is currently sponsoring a task force to analyze and study the academic role in this critical area.

#### ...law

Lawyers—like all other professionals—are hard to come by in most of the rural South, Perhaps the most visible encouragement comes from student organizations within law schools which have for years contributed civil legal services to surrounding rural county areas.

- Student interest also initiated the first Rural Law Institute, established on the University of Alabama law campus and sponsoring educational and research programs on legal problems unique to rural citizens. And last month, the Schools of Law and Public Affairs of the University of Texas at Austin cosponsored a similar Legal Services Institute with the state bar associations of Texas, Arkansas, Louisiana, New Mexico and Oklahoma.
- Assisted by Mercer University law students in Macon, the Georgia Indigent Legal Services has what is known locally as the "Circuit Riders;" a group of 65 lawyers—most of them graduates of Northern universities—who travel regularly throughout the state to serve the hard-to-reach clients. Mercer's

special clinical program provides much of the research involved in the average annual workload of 20,000 cases.

. . . engineering

Civil engineering faculty and students at West Virginia University are presently surveying transportation needs for the state's sparsely populated mountain areas. Through data collection methods, the team hopes to provide a simple means of estimating rural public transportation demand so that transit planners in small communities, who will utilize this data, will not have to rely on expensive programs and computers.

#### . . . social work

Rural social work often involves the full gamut of human involvement—housing, clothing, education, nutrition, medical and dental needs, child care, involvement in family crises, and continuous client follow-up.

- West Virginia Wesleyan's recently announced million-dollar, four-year Advanced Institutional Development Program will seek solutions to many of these conditions, as well as concentrate study on business training, natural resources and the industrial technology impact on underdeveloped regions throughout the state-Faculty and student action in the field will involve gathering first-hand information as well as counseling residents, encouraging rural young people to attend college, and assisting in the search for financfal. resources.
- University-community coordination is evidenced by a two-year project between Tennessee State University and Davidson county, in a joint study of people in the county's rural areas. The university School of Social Welfare will combine forces with voluntary community groups to evaluate present resources and services and recommend a model services program.

. . . librarianship

. Librarians, if they utilize their profession in rural areas, not only



receive full-tuition grants but also job placement after completion of the master's degree of Library Study at Morehouse College:

#### .child care

Day care centers, a familiar part of the urban scene, are becoming more common in rural areas because "the ever-prevalent povertv. together with the movement of the textile industry which employs mainly women, has created'a growing need," remarked Nancy Travis, a long-time promoter and leader in day care development programs. "But if child care is to be more than just custodial," she continued. 'training resources must bе developed.

Child care training, while not a priòrity on most campuses, has scattered offerings among Southern colleges. The greatest training strength and promotional efforts presently emanate from public and private agencies. SREB, together with some of these organizations, is, planning a conférence on child development services in Appalachia to be held in Knoxville in April to review current needs and to plan future goals in child care development. •

## A School Responds to Rural Needs

the students idea. The faculty acknowledged its merit: And tilia University's School of Social Work swung from a secontation to community insolventers. Whe

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Community concern was high; town mostings convened. The prob-

lem was simple: no manpower, no seemed more than a flow could do.

Two university students attended these magnings; they want out into the constantities gathering support from other citizens and local organizations. They set up public hearings, supplying background re-

printing grave and dombined and within a few process, that or a committee of the process of the

to be desire and as

#### . . .adult education

•"It is not for the employment opportunities that education might open to him or her, but for the deeper rewards of an employed mind and the enjoyment of learning for the sake of knowledge," said Assistant Director Don S. Harper of Southeastern Louisiana University's new pilot program for continuing education of older persons residing in rural and semirural areas.

The federally funded program, scheduled to begin in March, is the first of its kind to direct attention to the needs of older rural citizens. Not only was the program established to explore their needseducationally, culturally and socially—but also to develop a model program for universities for continuance of service to those needs.

## A New Era for Education

Rural development is seen as the key to many problems in this country. Proponents say it will give rural citizens an equal chance at tomorrow: it will also relieve urban agonies of today-crowding, unemployment and pollution. The idea behind rural development is not mere emphasis on a standard of living, it's on a quality of life.

The magnitude of this task clearly implies implementation not only by land-grant institutions but also by all centers of learning. putting them, in the words of J. Paul Beagans of Cornell University, "in touch with people's problems so that both rural and urban people will be able to improve the quality of their lives through further learning."

"The task demands, perhaps, an application of those same principles used so successfully in agricultural development: careful planning, cooperation and coordination on the part of government, universities and other interested groups," remarked Dr. Horne. "What we need is a unified commitment to human development."

That's the determining factor.



## **News from the Region**

West Virginia U. has announced a new interdisciplinary B.A. program in Appalachian studies which features courses in 10 subject areas including economics, forestry, music, sociology and English. The program is designed to help students "understand the problems and culture of the Appalachian region."

Improvement of rural transportation systems is the aim of a \$9.65 million federal pilot program, and North Carolina A & T State U. has been granted \$73.349 for a transportation institute to evaluate the new project. The A & T researchers will visit some of the 45 experimental sites across the nation to ascertain the system's success in serving area resident needs.

. Among other new interdisciphilary efforts is the recently approved agri-business institute for West Texas State U., bringing pgether research and educational programs between the university's business and agriculture schools.

Students from low-income migrant farm worker families will continue to benefit from the U. of Houston's high school equivalency program with a \$289,376 extension grant from the U.S. Department of Labor. Since 1969, 607 students have earned the general education development diploma at UH, 91 of them continuing in higher educa-. tion. In addition to college placement or employment assistance, the program provides weekly stipends for participating students, free room and board, emergency medical and dental care, guidance and counseling, and work-study options.

Interdisciplinary teams at Florida State U. have begun a study and training program aimed at the cause-and-effect relation between new environmental pollutants and public health. Under a \$900.000 National Institute of Environmental Health Sciences grant. FSU's departments of statistics and oceanography will direct, during the five-year study, nearly 100 predoctoral trainees in air and water pollution.

measurement and consequent evaluation of health effects.

A new graduate program at the U. of Virginia, the second of its kind in the country, should help eliminate employment problems for both student and industry. Few job opportunities exist today for those holding a bachelor's degree in chemistry; there is, however, an increasing demand for chemical engineers. Upon completion of the 30-credit-hour program, raduates will earn a master of engineering degree, qualifying them for chemical engineering jobs.

The state's first graduate program in allied health sciences has been approved at the Medical U. of South Carolina. Study options considered for the new Master of Health Science degree include cytotechnology, dental hygiene, medical record administration, medical technology, physical therapy, radiologic technology, respiratory therapy and occupational therapy. It is anticipated that graduates will supply needed manpower within the state in clinical specialty, supervisory, and teaching positions.

Note Regional Spotlight is issued quarterly during each academic year. The articles are created by the writer-editor with the assistance of persons knowledgeable in the field being treated Newspaper, magazine and periodical editors are invited to use the materials here in whole or in part. When SREB material is used, please provide a sample copy of the issue in which it appears to the Board, addressed to the writer-editor's attention.

## REGIONAL SPOTLIGHT

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Laura Anderson, Writer-Editor

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